Permit #F00020713

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00020713 **Type of Permit:** FILMING **Release Date:** 10/06/2009

Production Company MEDIA ARTS LAB

Insured Company Name MEDIA ARTS LAB
Contact Phone No. 1 310-305-4382
Contact Phone No. 2
Fax
Address 12539 Beatrice St
Los Angeles, California 90066

Production Title APPLE

Type of Production Commercial - Standard

Producer Erica Bice

Director NA NA

1st AD NA NA

Production Manager NA NA

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $710.00

Number of Locations 1

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Summary Information — Location

Permit Number F00020713
Production Company MEDIA ARTS LAB
Insured Company MEDIA ARTS LAB
Production Title APPLE

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Address 189 The Grove Dr, Los Angeles, CA, 90036

Location Names

Location Type Strip Mall

Location Description THE GROVE

Film Dates 10/7/2009 - 10/7/2009 06:30 - 10:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval

Please see attached document Media Arts Lab, Larry Kelly.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Cube Trucks	1
Vans	1

Personnel on Location

Type	Quantity
Crew	10
Extras	20
Spot Check	1

Filming Activities Exterior establishing shots only of Apple store;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Media Arts Lab ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/6

Representative's Signature

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

MAL

Name of Principal (i.e. company name) (Please Print)

12529 Beatrice

LA CA 90066

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT